2024 Media Kit & Advertising Opportunities

Partner with the Leading Authority on All Things Parking and Connect With Your Core Audience
The National Parking Association

NPA brings together thought leaders and business market innovators to drive and develop the value, modernization, and reach of the parking industry.

— Marc Baumann, NPA Board Chair, Chairman & CEO, SP+
The National Parking Association (NPA) is the voice of the parking industry.

NPA is North America's leading parking industry association representing both the public and private sectors.

Parking is a $131 billion industry vital to the life and livelihood of communities across the world.

NPA represents more than 100,000 parking professionals.
98% of members will refer others to NPA

#1 resource members value is information on new technology

TOP 5

*Parking* magazine is one of the top 5 resources valued by members

95% of members read *Parking* magazine
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Parking Magazine
Your Resource for Success
About Parking

*Parking* magazine is a monthly, digital magazine enjoyed by readers in both desktop and mobile versions. Each version has different interactive digital features to highlight your products and services. We also print and mail the Buyers’ Guide from the June magazine, as well as the full September edition.

**Advertiser bonus:** All *Parking* advertisers will have their company logo featured in both the monthly *Parking* email announcement and the *Parking* landing page on the NPA website.
Our Audience

Readers turn to Parking magazine for valuable insights that inform business success.

*Parking* is the gold standard source for independent research and reporting on the industry.

*Parking* covers research from the real estate, infrastructure, and mobility arenas to provide readers with an authoritative, 360-degree view of how the future is taking shape.

<table>
<thead>
<tr>
<th>20K+ Parking Readers</th>
<th>5.5K+ Magazine Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>8K NPA eNewsletter Readers</td>
<td>58K Monthly Website Page Views</td>
</tr>
<tr>
<td>5,800 LinkedIn Followers</td>
<td>14K Monthly Website Visitors</td>
</tr>
</tbody>
</table>
THE BIG IDEAS

What We Cover

• **Parking decision-maker topics** including management and operations, best practices, and top trends in the mobility, parking, and transportation space

• **Big Ideas special sections** and leading features on smart cities, tech, and curb management

• **Market News** with the latest innovations in mobility, asset development, and AV/EV

• **Industry columns** on advocacy, consumer trends, management and operations, market research, and risk management

• **Special issue Buyers’ Guide** in June featuring the latest in parking products and services to grow your business

• **Thought leadership** articles by leading innovators in the parking industry

2024 Editorial Calendar

**JANUARY**
Big Ideas: Future of Parking | Technology
Ad Reservation: 11/6/23
Final Art Due: 11/9/23

**FEBRUARY**
The Business of Parking
Digital & Print (WLF)
Ad Reservation: 12/6/23
Final Art Due: 12/11/23

**MARCH**
Talent Quest | DEI | Women In Parking
Ad Reservation: 1/8/24
Final Art Due: 1/11/24

**APRIL**
Big Ideas: Greening of Parking/ESG | Valet
Ad Reservation: 2/6/24
Final Art Due: 2/9/24

**MAY**
Hospitality | Medical Centers
Ad Reservation: 3/6/24
Final Art Due: 3/11/24

**JUNE**
NPA Marketplace & Buyers’ Guide
Digital & Print
Ad Reservation: 4/8/24
Final Art Due: 4/11/24

**JULY**
Big Ideas: Mobility | Universities
Ad Reservation: 5/6/24
Final Art Due: 5/9/24

**AUGUST**
Pre-Convention Best in Tech & Parking Awards | On/Off Airport
Ad Reservation: 6/6/24
Final Art Due: 6/9/24

**SEPTEMBER**
NPA Convention & Expo | Commercial Parking Operators
Digital & Print
Ad Reservation: 7/8/24
Final Art Due: 7/11/24

**OCTOBER**
Convention Yearbook
NPA Innovation Awards
Ad Reservation: 8/6/24
Final Art Due: 8/9/24

**NOVEMBER**
Big Ideas: Municipal | Curb Management
Ad Reservation: 9/6/24
Final Art Due: 9/11/24

**DECEMBER**
Design-Build-Maintain | Consultants/Architects
Ad Reservation: 10/8/24
Final Art Due: 10/11/24

See the full editorial calendar at WeAreParking.org/ParkingCalendar.
Parking Magazine
Advertising Rates
NPA Members always get the best rates! NPA members receive both preferred rates and the first opportunity for prime positions in Parking magazine.

Nonmembers add 30% to all rates in this kit.
**General Placement**

<table>
<thead>
<tr>
<th>Full Color Page Rates</th>
<th>1x (Price per issue)</th>
<th>3x (Price per issue)</th>
<th>6x (Price per issue)</th>
<th>12x (Price per issue)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>$2,800</td>
<td>$2,660</td>
<td>$2,520</td>
<td>$2,380</td>
</tr>
<tr>
<td><strong>Two-Page Spread</strong></td>
<td>$3,800</td>
<td>$3,610</td>
<td>$3,420</td>
<td>$3,230</td>
</tr>
<tr>
<td><strong>Half Page – Horizontal</strong></td>
<td>$1,850</td>
<td>$1,758</td>
<td>$1,665</td>
<td>$1,573</td>
</tr>
<tr>
<td>2 available in Industry Newsmakers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Half Page – Vertical</strong></td>
<td>$1,850</td>
<td>$1,758</td>
<td>$1,665</td>
<td>$1,573</td>
</tr>
<tr>
<td>1 available in Market News, 1 available in Industry Newsmakers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Special Positioning**

<table>
<thead>
<tr>
<th>Special Guaranteed Cover Position</th>
<th>Special Guaranteed Interior Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page Ad Placement for 12x Advertisers Only</strong></td>
<td><strong>Add 15%</strong></td>
</tr>
<tr>
<td>Inside Front Cover (C2)</td>
<td>Add 25%</td>
</tr>
<tr>
<td>Inside Back Cover (C3)</td>
<td>Add 25%</td>
</tr>
<tr>
<td>Outside Back Cover (C4) w/bonus placement</td>
<td>Add 25%</td>
</tr>
</tbody>
</table>
Advertorials & Market Maker Combos New!

Showcase your thought leadership and industry standing

In an advertorial, you can combine editorial content with your product sales. Combine your advertorial next to your one-page display ad for a Market Maker Combo that shows your thought leadership ads through both informational content and your value proposition!

Ideal for case studies and sharing strategic solutions that show readers your business insights and your brand visually.

Guidelines:
Advertorials in Parking magazine may contain company branding and logo as well as editorial content. This may be an article, news release, case study, announcement, or thought leadership article in a page layout format. The look and content is different from a typical display ad focused on a product, resource, or offering.

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>6x or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertorial</td>
<td>$3,500</td>
<td>$3,325</td>
<td>$3,150</td>
<td>$2,975</td>
</tr>
<tr>
<td>Market Maker Combo</td>
<td>$5,000</td>
<td>$4,750</td>
<td>$4,500</td>
<td>$4,250</td>
</tr>
</tbody>
</table>

Save 5% Save 10% Save 15%

Belly Bands SOLD OUT!

February WLF, June NPA Marketplace & Buyers’ Guide, & September Convention Editions

Limited Availability. Members only.

A 3x advertising option for one year, add a bellyband to the February WLF print edition, and to the June and September print/mailed editions of Parking.

Pricing
$8,500 for Feb., June, Sept. | All 3 Editions
$4,000 for June or September | 1 Edition Only *
$3,000 for February | 1 Edition Only *

Size 4” h x 22” w flat

*Not available if the 3x option is purchased
Mailer Ride-Alongs

June NPA Marketplace & Buyers’ Guide and September Convention Editions

Limited to three advertisers. Members only.

A 2x advertising option for one year, add a postcard or flyer insert into the polybag of the June Buyers’ Guide excerpt mailing and the September ’23 edition of Parking.

Pricing
$2,500 both editions
$1,500 1 edition only

Size 4" w x 6" h minimum/8" w x 8.5" h maximum

PCC Showcase Directory

Exclusive to members of the NPA Parking Consultants Council

This special section offers a preferred rate for 12 months of continuous visibility with a large, photo-oriented, quarter-page ad. Help the industry find you among the top parking consultants with this exclusive directory.

8 Available Per Issue (One per company)
1 Quarter-Page Ad, 12x

Pricing
$2,195

Size 3.5” w x 4” h / 1050 w x 1200 h Pixels
Optimize Your Reach

Associate your brand with the most trusted source of parking insights and information.

Visitors Annually 150k+
Page Views Monthly 58k+
<table>
<thead>
<tr>
<th>Position</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display Ad</td>
<td>Position 1, Vertical</td>
<td>$3,500</td>
<td>$5,500</td>
<td>$7,500</td>
</tr>
<tr>
<td>Display Ad</td>
<td>Position 2, Horizontal</td>
<td>$2,000</td>
<td>$3,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Display Ad</td>
<td>Position 3, Horizontal</td>
<td>$3,500</td>
<td>$5,500</td>
<td>$7,500</td>
</tr>
<tr>
<td>Display Ad</td>
<td>Position 4, Horizontal</td>
<td>$6,250</td>
<td>$12,500</td>
<td>$25,000</td>
</tr>
</tbody>
</table>
NPA Industry Insider eNewsletter

Reach a connected and engaged community of more than 8,000 NPA Members.

Each month, NPA’s Industry Insider eNewsletter reports on the trends, research, policy and parking programs relevant to our industry.

Our targeted, high-profile audience gets parking news, trends, training, and advocacy updates to advance their career and business—the right audience, in the right frame of mind.

RECTANGLE BANNER ADS

3 Positions Available: Top, Middle, or Bottom.

First come, first-served. One ad per company per month, reserve for a 3-month block or all 12 months, all in same location, with the same ad. No art rotations.

Specs: 650 w x 121 h px (.jpg, .png, .gif)

Example: Run three times, same ad, in the middle of the newsletter, during January to March. Two other company ads will be in the other two spots.
<table>
<thead>
<tr>
<th></th>
<th>3x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rectangle Banner Ad</strong></td>
<td>Select Month/Position</td>
<td>All Months Same Position</td>
</tr>
<tr>
<td>Runs: Jan-March, April-June, July-September, or October-December, or all months.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upper Newsletter</td>
<td>$1,000</td>
<td>$3,400</td>
</tr>
<tr>
<td>Middle Newsletter</td>
<td>$950</td>
<td>$3,230</td>
</tr>
<tr>
<td>Lower Newsletter</td>
<td>$950</td>
<td>$3,230</td>
</tr>
</tbody>
</table>
NPA Marketplace & Buyers' Guide
Advertising Rates
NPA Marketplace & Buyers’ Guide
June Flagship Issue

PRINTED & MAILED

Showcase Your Business.
The 2024 June edition of Parking includes the annual Buyers' Guide.

Available both in print and online, this flagship issue is a year-long resource that parking pros rely on.

The NPA Marketplace & Buyers' Guide is provided to our entire mailing list, promoted in our communication channels, distributed at the NPA Convention & Expo, and given to new members joining throughout the year.
**Buyers’ Guide Showcase Options**

Print-ready art files provided by advertiser. Deadline for artwork is **April 15, 2024**.

<table>
<thead>
<tr>
<th></th>
<th><strong>Basic Bronze:</strong> Half-Page Showcase</th>
<th><strong>Basic Silver:</strong> One-Page Showcase</th>
<th><strong>Premium Gold:</strong> Market Maker Two-Page Showcase</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,995</td>
<td>$2,895</td>
<td>$4,895</td>
</tr>
<tr>
<td>Templated page(s)*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>with full <strong>contact details</strong>, company <strong>logo</strong>, Expo Booth <strong>number</strong> (if applicable); includes one product <strong>category</strong>.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Description</td>
<td>✓</td>
<td>Extended</td>
<td>Expanded +</td>
</tr>
<tr>
<td>Product Photo(s)</td>
<td>2 Mini</td>
<td>Extra Large</td>
<td>Multiple +</td>
</tr>
<tr>
<td>Product Highlight Zone</td>
<td></td>
<td>✓</td>
<td>Expanded +</td>
</tr>
</tbody>
</table>
Digital & Virtual Opportunities

Parking Magazine Digital Lead Advertiser **SOLD OUT!**

Twelve months of high visibility with the audience that matters.

Be the official sponsor of *Parking* magazine and get 12 months’ worth of visibility in the magazine and on the web.

1 quantity, 12x, NPA members only.

**Pricing**

- $7,500 if contracted in 2023
- $12,500 if contracted in 2024

**Includes 3 Promotional Locations**

- **Presentation Page:** A full page ad placed before the monthly cover on digital version; Includes a cross listing in the Advertisers Section of the mobile version’s TOC
  
  1 Page

- **Email Banner:** *Parking* magazine monthly announcement email
  
  640 w x 150 h px

- **Website Banner:** *Parking* magazine’s website landing page; Special recognition line with logo and hyperlink, runs 12 months
  
  Logo
2024 Tech Talks
You're Own Hosted, Virtual, NPA Plus Event


The ideal way to showcase expertise, case studies, and educational thought leadership to the parking industry. Help early adopters, influencers and buyers gain insight into hardware, software, automation, and product and service solutions that improve parking management and operations.

About Tech Talks: Live presentation. Recorded and available for replay. Complimentary to the NPA member community.

Session Schedule: Please discuss your Tech Talk topic, dates of interest, and details with NPA.

BRAND ACTIVATION BENEFITS

- **eNewsletter announcement** in NPA Industry Insider including your company name.
- **Listing in NPA Calendar of Events** online and in Parking magazine.
- **Company logo** in invitation and attendee emails.
- **Registration list** 1 week prior and 1 day after event.
- **Tech Talk recording** posted in NPA’s online library for member on-demand access.
- **Copy of recording** for your in-house marketing team

**Investment & Terms:** Available to NPA member suppliers only. Secure your spot with advance payment due upon contract signing.

**Pricing:** $5,000 for one session.
Connections that Count. Your Message in Motion. Optimize Your Results.
# NPA Content Delivery Dates

<table>
<thead>
<tr>
<th>2024*</th>
<th>Parking Magazine</th>
<th>NPA Industry Insider eNewsletter</th>
<th>Ad Reservation</th>
<th>Final Art Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>4/1/2024</td>
<td>4/11/2024</td>
<td>2/6/2024</td>
<td>2/9/2024</td>
</tr>
<tr>
<td>October</td>
<td>10/1/2024</td>
<td>10/10/2024</td>
<td>8/6/2024</td>
<td>8/9/2024</td>
</tr>
<tr>
<td>November</td>
<td>11/1/2024</td>
<td>11/14/2024</td>
<td>9/6/2024</td>
<td>9/11/2024</td>
</tr>
<tr>
<td>December</td>
<td>12/1/2024</td>
<td>12/12/2024</td>
<td>10/8/2024</td>
<td>10/11/2024</td>
</tr>
</tbody>
</table>

*Publisher reserves the right to alter publish dates.
# Parking Magazine Ad Specs

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Trim Size</th>
<th>Full page Trim Size</th>
<th>8 3/8&quot; x 10 7/8&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (no Bleed)</td>
<td>7 1/4&quot; x 9 13/16&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page w/Bleed*</td>
<td>8 5/8&quot; x 11 1/8&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page Inside Cover</td>
<td>7&quot; x 9 13/16&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7 1/4&quot; x 4 1/2&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 1/2&quot; x 9 13/16&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 page spread*</td>
<td>16 3/4&quot; x 10 7/8&quot;</td>
<td></td>
<td>w/bleed 17&quot; x 11 1/8&quot;</td>
</tr>
</tbody>
</table>

## File Formats Preferred

High Resolution, 300 DPI PDFs, PDF/X-1a protocol or later. Flatten Files in PDFs with all fonts embedded.

## File Formats Accepted

NPA observes LEAN (Light, Encrypted, AdChoices, supported, and Non-invasive) ad experience standards also recognized by IAB (www.iab.com).

- **Static Banner Ads:** Acceptable file formats: JPEG, PNG (no GIF); max file size 40k.
- **Sponsored Advertorial Content Specifications:** Sponsored content (or advertorial) contains an article or “story” that provides takeaway value to the reader and audience; promote new publications, white papers, articles, and research that is valuable to our readers and industry. Your content will link directly to your dedicated URL homepage, app, or other electronic content. The content features an image that reflects a connection to the story.
- **Sponsored Content Block on WeAreParking.org** Homepage: May include an image and Two-word link. This links directly to your chosen web URL.

## Sizing Your Ad

- Trim size of magazine page 8 3/8" x 10 7/8" = 8.375" x 10.875"  
- Full page with bleed 8 5/8" x 11 1/8" = 8.625" x 11.125"
Advertising & Media Contract 2024

Advertising Planner

Display Advertising

See pages 14–15

- Two-Page Spread
- Full Page
- 1/2 Page Horizontal*
- 1/2 Page Vertical*

Position:
- Market News
- Industry Newsmakers

FREQUENCY

- 1x
- 3x
- 6x
- 12x

ISSUES

- January
- February Flagship - Print (WLF)
- March
- April
- May
- June Flagship - Print/Mail (Buyers’ Guide)
- July
- August
- September Flagship - Print/Mail (Convention)
- October
- November
- December

PLACEMENT

- General Interior Placement
- Inside Front Cover
- Inside Back Cover
- Outside Back Cover
- Right-Hand Reading Side (RHR)
- Far Forward (FFWD)
- Across from Board Chair Outlook column
- Across from Research or Advocacy columns

NPA Website Ads

See pages 20–21

WeAreParking.org Homepage Banners

Position:
- Position 1 (vertical)
  - 3x  6x  12x
- Position 2 (horizontal)
  - 3x  6x  12x
- Position 3 (horizontal)
  - 3x  6x  12x
- Position 4 (horizontal)
  - 3x  6x  12x

Digital & Virtual

See pages 30–31

- Parking Magazine Digital Lead Advertiser
- Tech Talks

* Limited Availability
Other Magazine Opportunities

See page 16
☐ One-Page Advertorial
   Frequency (1–12x): ______
☐ Two-Page Market Maker Combo
   Frequency (1–12x): ______
☐ Belly Band*
   ☐ February
   ☐ June
   ☐ September

See page 17
☐ Mailer Ride-Along*
   ☐ June
   ☐ September
☐ PCC Showcase Directory

June Buyers’ Guide
See page 26-27
☐ Half-Page Showcase
☐ One-Page Showcase
☐ Two-Page Market Maker Showcase

BUYERS’ GUIDE CATEGORY
(select all that apply):
☐ Access Control
☐ Access ID & Entry/Exit:
   LPR, RFID

☐ Advanced Technology
☐ Automated/Mechanical
☐ Commercial & Valet Operators
☐ EVs, Shuttles, & Transports
☐ Mobility & Micro-mobility Solutions
☐ Parking Consultants
☐ Parking Guidance
☐ Parking Management & Finance Software
☐ Payments/Credit Card Processing
☐ Security
☐ Tickets & Tags

NPA Industry Insider eNewsletter

See pages 22–23
☐ Upper
☐ Middle
☐ Lower

Specify 3-month blocks
☐ January–March 2024
☐ April–June 2024
☐ July–September 2024
☐ October–December 2024
Advertising & Media Contract 2024

Contact Information

☐ NPA Member  ☐ Nonmember  (Nonmembers add 30% to total fee)

Contact Name

Company Name

Address

City

State  Zip  Phone

Email

Date

By signing this contract, you agree to follow all advertising and policy conditions listed in the Publisher's Terms & Conditions.

Print name

Signature  Date
## Order Form

<table>
<thead>
<tr>
<th>ADVERTISING OPTIONS</th>
<th>AMOUNT</th>
<th>FREQUENCY</th>
<th>SUBTOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display Ad</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Display Ad Positioning Premiums</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>PCC Showcase</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Belly Bands</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Ride-Along</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Advertorials/Market Maker Combos</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Buyers’ Guide (June Edition)</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Virtual Lead Advertiser</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Tech Talks</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Website</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Industry Insider eNewsletter</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Nonmembers: Add 30% Fee</td>
<td>$</td>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>

**Subtotal:** $  

**Other:** $  

**Advertiser Total Amount Due:** $  

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**Notes:**  
Special Placement  

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Please email your completed Advertising & Media Contract (4 Pages) to StacyHudson@WeAreParking.org  
Questions? Contact Stacy Hudson, 202.415.8252 or StacyHudson@WeAreParking.org
Publisher’s Terms & Conditions

1. Invoices will be issued upon publication. Payment is due upon receipt. A 5% service charge will be applied to all invoices over 30 days. Payment shall be made in U.S. dollars.

2. All items are non-commissionable.

3. Penalties and administrative charges may be applied for declined charges and/or returned checks of up to 15% of the total amount due.

4. Publisher reserves the right to require a credit application and prepayment from first-time advertisers/agencies and advertisers/agencies with a late payment history. We reserve the right to cancel all insertion order agreements and/or refuse to accept advertising from any delinquent account or advertiser with a history of late payment.

5. Three, six and 12-month rates apply to placements within a 12 month consecutive period. Advertisers will be charged a short rate, if all contracted ads have not been run in a 12-month period from the date of first insertion.

6. Ad position is determined by the publisher. Assignment for specific positions may be contracted at either a 15% or 25% premium depending on location preference.

7. Advertisers assume liability for all content (including text, illustrations, photographs and logos) of the printed or electronic advertisement and also assume responsibility for any claims resulting from the ad against the publisher, including costs associated with defending against such a claim.

8. The publisher holds advertisers responsible for the cost of any advertising inserted in the magazine. Advertisers indemnify and hold Publisher harmless from and against all losses, damages, injuries, costs or other expenses (including without limitation attorneys’ fees and costs). Publisher incurs as a result of the breach of any of these terms and conditions by advertisers and/or their employees and agents.

9. Rates are based on advertiser-supplied high resolution art. The Publisher does not accept responsibility for proper reproduction or color match.

10. Publisher is not responsible for any changes made on existing ads, which have been submitted by the advertiser. Publisher is not responsible for any numbering errors on indexes or the Advertiser’s Index.

11. If an advertisement is inadvertently omitted from a scheduled issue, the publisher’s liability is limited only to inserting the advertisement in the next available issue.

12. Publisher does not assume any responsibility for errors appearing in advertisements due to late delivery or inaccurate mechanical specifications from the advertiser or from a third party designated by the advertiser.

13. Publisher reserves the right to reject material deemed inappropriate at Publisher’s discretion.

14. Commercially reasonable efforts are made to assure the timely release of each issue. The Publisher accepts no liability for any issue that is published late.

15. Publisher reserves the right to place the word “advertisement” “advertorial” and/or “promotion” with copy, which in the Publisher’s judgment resembles editorial content.

16. If the advertiser does not provide monthly instructions from contract advertisers by the art due date, the most recent ad will be inserted in the magazine.

17. Advertisers that cancel any advertising after the published ad close date agree to pay a cancellation charge of $500. A late production charge of $200 will be applied to any material received after the close date.

18. By placing advertising in Parking magazine or WeAreParking.org, advertisers accept these terms and conditions.
19. All advertisers, and their employees, agents and successors indemnify and hold harmless the Publisher from any damage, loss, injury cost or expense (including without limitation attorneys' fees and costs) arising out of or relating to any claims based upon any and all content supplied in an advertisement.

20. There are designated products in this media kit that require advance payment to secure the agreement by the advertiser.

21. The parties agree that, absent a material breach of this Agreement, such as failure to print or electronically deliver the magazine, this agreement cannot be terminated. The parties are bound by the terms and conditions of this agreement to fully perform. This agreement shall be governed in all respects by the laws of the District of Columbia, without regard to the principles of conflicts of law therein. Each party submits to the jurisdiction and venue of the courts of the District of Columbia, and waives its right to a jury trial. If either party takes legal action to enforce rights under this Agreement, the losing party to such litigation shall be responsible for the expense of both parties including, but not limited to, attorney's fees and court costs.

22. This agreement constitutes the entire agreement of the parties and supersedes all other agreements, discussions or understandings concerning its subject matter. It may only be modified by a written instrument signed by both parties.

23. Media Sponsorships and Promotional Materials. By sponsoring a media program or event, sponsor grants NPA a fully paid, perpetual, non-exclusive license to use, display, and reproduce the name of the sponsor in any directory listing of sponsors or event and to use such names in promotional materials. NPA shall not be liable for any errors in any listing or for omitting any sponsor from any promotions. NPA retains the right to change the sponsorship, deliverables, dates at its discretion. Any additional details not specifically covered by the terms and conditions contained herein shall be subject to the decision and at the discretion of NPA. At the sole discretion of NPA changes, amendments, or additions may be made to these terms and conditions. Any such changes shall be binding on sponsors equally with the other terms and conditions contained herein.

24. Publisher reserves the right to wrap the magazine in a belly band or include an insert/ride-along mailer.

Author’s Guidelines

NPA welcomes article submissions for Parking magazine from members, industry experts and outside authors. Please coordinate topic ideas with the editor at Editorial@WeAreParking.org, or visit WeAreParking.org/Parking for more information.

To submit an article for consideration, review the editorial guidelines online at WeAreParking.org/ParkingGuidelines.

To submit an article for consideration:
1) submit an article to align with an editorial calendar theme; 2) write 300-800 words with subheads and a how-to call-out section; 3) provide insights into trends, technology or issues in the parking industry; and 4) provide your photo, accompanying illustrations/artwork in .jpg, .eps or .tiff format with a minimum of 300 dpi resolution.

Articles must be exclusive to Parking and not submitted to any other industry publications. As an author, you are responsible for the accuracy of your article and that it does not infringe on any other copyright. All published submissions become the property of NPA. NPA does not pay for articles; we do recognize an author with a byline, headshot photo, and email link.

An author of an accepted article will be required to sign an editorial release before publication of the article. Email your contribution to Parking magazine, Editorial@WeAreParking.org.

As of 9/15/23